

STRICTLY CONFIDENTIAL

COMMUNICATIONS REQUIREMENTS FOR GB

BACKGROUND

This note is to set out short, and medium/ long term research planning and communications requirements for GB, to identify where needs exist, and what solutions may be available.

It is my 'starter for ten' and will need input from GB's office to complete.

The intention is to provide a note, with recommended action points that can be presented, for approval to GB within the next week.

SHORT TERM REQUIREMENTS – NEXT TWELVE MONTHS

1. RESEARCH AND STRATEGIC PLANNING

REQUIREMENTS

Up to date voter mapping exercise (qual and quant) identifying target voters

On going focus group support/polling

Development of strategic Comms plan: key messages, Language, etc.,

RESOURCES

Can be achieved via Opinion Leader Research. Will need funding

As above

Can be achieved through collaboration between OLR and GB team – may benefit from additional input from comms planner

2. PR CONSULTANCY

Advice on programme and activities

Collaboration between GB team, OLR, and PR advisor (needs funding)

Advice on personal presentation, Speeches, media training, etc.,

As above, plus specific copywriting and media training skills (will also need funding)

MEDIUM TERM/LONG TERM – LEADERSHIP ELECTION – GENERAL ELECTION

1. ON GOING RESEARCH AND PLANNING

Regular polling and focus group advice

Need to appoint agency: options include OLR plus fieldwork partner or hiring polling agency eg ICM, Populus (who did work during the last Election) etc., Needs significant funds

May also be useful to convene a Small group of advisors eg P Kellner, S Greenberg etc.,

Ongoing planning advice
Incl development of key messages

Using resource established in short term phase, plus new resource below

2. PR ADVICE

As before, working now with Labour Party Team?
Plus wider Labour requirements: Conference, Rallies, roadshows, internal

3. WIDER COMMS ADVICE

Labour Party 'corporate brand' comms, PPBs, advertising, leaflets and election materials

Best to work through the umbrella of a good advertising agency: should run a 'beauty contest, perhaps using intermediary such as Haystack

Plus design support, working with Labour Party team

Questions

- What resource exists/ is needed in GB team to co ordinate/support this activity?
- What budgets might be available immediately?

- Who from the existing teams might we want to work with, to preserve 'corporate memory'?
- What liaison will there be with the Labour Party?
- Might we want to bring in an advertising agency/ other key support earlier than suggested here?